

**EFFICIENCY OF ADVERTISING ACTIVITIES OF TRADING  
ORGANIZATIONS AND WAYS TO INCREASE IT**

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**DOI: 10.5958/2249-7315.2022.00129.0**

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**ABSTRACT**

*The development of our country is accompanied by qualitative changes in all spheres of life. These changes are also reflected in advertising. Advertisers, psychologists, and salespeople are important in America and European countries. Today, the demand for advertising strategies and products has increased significantly. The commercial market has become more developed and competitive. It plays by strict rules and is important in that it uses new tools for advertising and marketing communications.*

**KEYWORDS:** *Sales, Advertising, Communication, Efficiency, Optimal Advertising, Target Audience, Advertising Effectiveness, Advertising Budget, Commercial.*

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